



# TOURISM MARKET OVERVIEW

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Germany, Austria and Switzerland in FY 2018/19

# PR ACCOMPLISHMENTS AND ACHIEVEMENTS





# PR ACCOMPLISHMENTS AND ACHIEVEMENTS IN FY 18/19

## General Public Relations Activities

- KMS promoted Arizona during the Media Mission in Berlin, Munich and Hamburg in September 2018 (22 meetings).
- KMS arranged meetings at Travmedia's International Media Market Place in March 2019 (22 meetings).
- KMS promoted Arizona Trade at ITB Berlin in March, 2019 (26 meetings).



# PR ACCOMPLISHMENTS AND ACHIEVEMENTS IN FY 18/19

## General Public Relations Activities

- Proactive media calls and story development
- Reactive media assistance and support of editors' desk research
- Frequent updates of Arizona media information and the Arizona press kit
- Maintenance of an Arizona text and photo archive
- Monthly result and media monitoring
- Monthly media coverage evaluation and documentation
- Monthly activity reports



# PR ACCOMPLISHMENTS AND ACHIEVEMENTS IN FY 18/19

## Marketing Activities to promote the new Condor direct flight

- Placement of advertisements
- Creating of advertorials
- Translation of Arizona microsites/landing pages for tour operators
- Development and implementation of an online campaign with Antenne Frankfurt
- Content creation for tour operators



# PR ACCOMPLISHMENTS AND ACHIEVEMENTS IN FY 18/19

## General Public Relations Activities

- Distribution of monthly Arizona press releases
  - Distribution of monthly Arizona e-mail newsletters
- 131 articles were generated through the newsletters
- combined media value of \$ 1.979.620

**ARIZONA**  
THE GRAND CANYON STATE

**PRESSE-INFORMATION**  
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### 100 Jahre Grand Canyon Nationalpark

Ab Februar 2019 feiert Arizona das Jubiläum des berühmten Naturwunders mit einer Vielzahl an Aktivitäten und Veranstaltungen



Eine Auswahl an Grand Canyon-Bildern gibt es hier: [fotografieren](#)  
Weitere Motive schicken wir gern auf Anfrage zu.

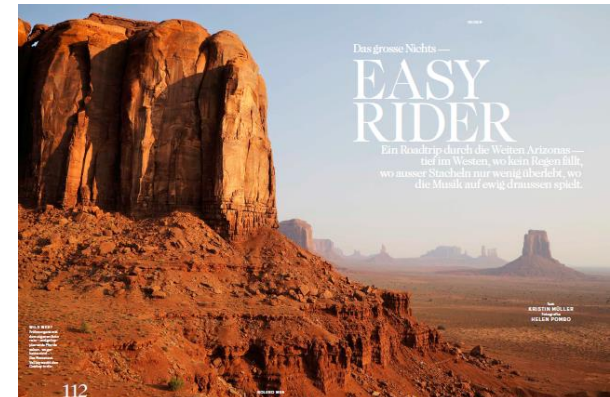
**ARIZONA | [kms]** – Der Anblick des Grand Canyons lässt die meisten Besucher sprachlos zurück – nicht ohne Grund steht das eindrucksvolle Naturwunder bei vielen als „Once-in-a-Lifetime-Experience“ ganz oben auf der Reiseliste. Mehr als sechs Millionen Gäste sind jedes

# PR ACCOMPLISHMENTS AND ACHIEVEMENTS IN FY 18/19

## General Public Relations Activities

- KMS supported 17 journalists with press fam trips to Arizona.
- **64** feature articles were generated through press trips.

→ media value of \$ **3.536.787**





# PR ACCOMPLISHMENTS AND ACHIEVEMENTS IN FY 18/19

Total Fiscal Year 2018/2019:

- 522 agency generated Arizona articles
    - 306 print articles
    - 192 online articles
    - 24 Social media posts
  - Total circulation/visitation of more than 436 million contacts
- Agency generated media value of US\$ 21.3 million



# WHAT CAN YOU DO FOR US?

Please send us all your media information, press kits, newsletters and story ideas and add us to your media distribution list so that we can promote your region, hotel or services:

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Thank you very much!

